



اُونِيُوْزِيسِيْتِي تِيكْنُوْلُوْجِي مَرَا
UNIVERSITI
TEKNOLOGI
MARA



THE CHIEF'S RESTAURANT

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

FACULTY & PROGRAMME	FACULTY OF BUSINESS AND MANAGEMENT DEPARTMENT OF BUSINESS (ISLAMIC BANKING)
SEMESTER	3
PROJECT TITLE	SOCIAL MEDIA PORTFOLIO
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LECTURER	MADAM NORLIZA BINTI SAIFUL BAHRY

1. PLERIMINARY MATTERS

I. ACKNOWLEDGEMENT

All praise be to Allah, The Most Gracious, Most Merciful, I am deeply grateful for all that He has bestowed upon me, the ability to live, the ability to breath, the ability to see and the infinite blessings He has given me. I am but a humble servant whose life is in Hiss will. I am thankful to the Almighty for creating me and blessed me with a life full of goodness. I am deeply overwhelmed with praise for him from the depths of my heart towards Him for giving me a chance to live and strive for this assignment until I have succeeded in completing this piece of writing. As true as it is, all good is from only the Almighty and He alone and all bad or mistakes are from my human nature, a weak and humble servant.

I would like to give my thanks to my beloved parents for all that they had done for me, from since I was not even born until I become who I am today. My successes are all credited to them. I am indebted for they had done a great job by becoming an exceptional set of parents. Without them, who would I be today, I would be nobody. With them being supportive all my life, I have successfully crafted this writing titled Social Media Portfolio: Report (The Chief's Restaurant) under the subject Principles of Entrepreneurship (ENT530) for Madam Norliza Saiful Bahry.

Next, I want to express my gratitude to the wonderful Madam Norliza Saiful Bahry, the honourable lecturer for the subject Principles of Entrepreneurship (ENT530) that I enrol in my 3rd semester studying Islamic Banking for my Degree at the Universiti Teknologi Mara (UiTM), Puncak Alam. Madam Norliza has done an excellent job in educating us, presumably the future leaders of tomorrow, to the extent that we get to deeply understand, practice and preach on the knowledge regarding Entrepreneurship. With her hard-working, caring and fun nature, she led us climbing up the steps to success and helped us achieve greatness. With her efforts, I was able to get through all problems and finished this assignment with flying colours.

II. EXECUTIVE SUMMARY

As to summarize this report, I can say that the online business I create on the social media platform, Facebook, named The Chief's Restaurant will be an exceptional and excellent company. I believe my business can strive to be the best restaurant in the world as it is possible to reach my vision or target and carry on my mission. The advertisement I design and post on Facebook will be able to catch the world by the eye and heart.

As to briefly introduce the company I chose for this assignment, Social Media Portfolio: Report, I chose to create a restaurant named The Chief's Restaurant. The Chief's Restaurant was established at Bukit Antarabangsa, Ampang, Selangor in Malaysia on the month of November 2020. It is a new restaurant dedicated to honour my father, Mohd Shafe'e Ramli, as he is often called as 'Chief' by his friends, peers even family members. Even my friends call him Uncle Chief. He is an art enthusiast, majoring in fine arts and is in love with culinary. He loves to cook a lot, mainly western because he used to live in the US for 10 years during his study there. His favourite is Pasta.

The very concept and main idea for this restaurant is to combine Arts and Food together to create a masterpiece cooking. As it is well known, there is a saying that states 'Cooking is an Art'. With this in mind, The Chief's Restaurant is created with a concept of a restaurant filled with art pieces such as paintings and sculpture. This restaurant is designed that way so that visitors can enjoy their exceptional meal while appreciating the artworks around them. The slogan of the company has the idea of highlighting this by phrasing it into a sentence, "Food is a painting that on a canvas of plates". This slogan tells that food is a form of art itself.

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V. INTRODUCTION OF BUSINESS

a) NAME AND ADDRESS OF BUSINESS



Figure 3 : The Logo of The Chief's Restaurant

Name: Chief's Restaurant

Address: No. 411, Jalan Kelab Ukay 4, Taman Kelab Ukay, Bukit Antarabangsa,
68000, Ampang, Selangor.

b) ORGANIZATIONAL CHART

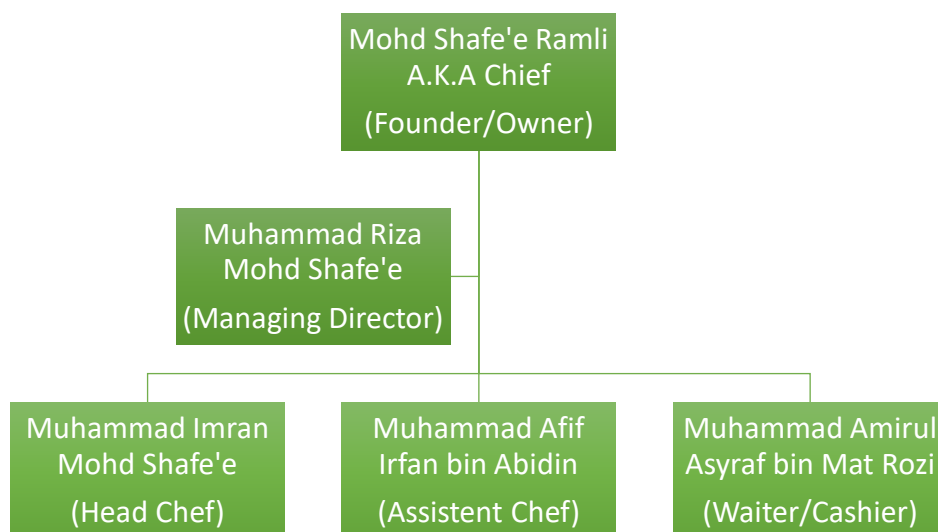


Figure 4 : The Organizational Chart of The Chief's Restaurant